



Examiners' Report Principal Examiner Feedback

June 2023

Pearson Edexcel GCE AS Level
In Business (8BS0)
Paper 1: Marketing and people

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Introduction

The overall standard much higher than previous years. Candidates demonstrated some understanding of the majority of Theme 1 terminology and made much better use of the extracts to add context to their answers. Candidates appeared to find the extracts very accessible.

There is still some lack of understanding in terms of the demands of each question. Some candidates provided evaluation in the 4 mark 'Explain' questions which resulted in spending too much time on these, to the detriment of the rest of the paper. In some cases, there was a lack of evaluation for the levels of response questions where evaluation allows candidates to access higher marks. This was particularly evident on the 8-mark questions. It is important that candidates have a good understanding of the structure of each type of question. Using past paper mark schemes and exemplar responses can help with this and enable candidates to manage their time better when sitting the paper.

Question 1(a):

Many candidates quoted from the extract rather than demonstrating an understanding of the term.

Question (1b):

Again, many candidates quoted from the extract rather than demonstrating an understanding of the term.

Question (1c):

Candidates made good use of the extract to support their answers, but it is important that they show clear understanding of the business term, in this case 'resilience' as well as application.

Question (1d):

Generally well answered, with most students showing a good understanding of USP and being able to apply to the business context.

Question 1(e):

The vast majority of candidates were able to demonstrate knowledge of the design mix, but some confused it with the marketing mix. Good use of the extracts to answer in context, but often lacking evaluation.

Question 1(f):

Candidates found this question more challenging, despite the evidence provided in the extract to support their answers. Answers were often vague and lacked balance.

Question 2(a):

Generally well answered, with good examples provided. Some candidates confused this with sales promotion or job promotion.

Question 2(b):

Generally well answered, with the majority of candidates gaining the full 2 marks.

Question 2(c):

Candidates found this question challenging, possibly due to a lack of understanding of social trends.

Question 2(d):

Some candidates were not able to provide a correct formula and therefore gained 0 marks. A large number of candidates achieved the full 4 marks.

Question 2(e):

Candidates demonstrated good understanding of the methods used to increase customer loyalty, often making good use of the extract to add context to their response. Some struggled to provide a balanced response on one or both of their points.

Question 2(f):

This question was generally well answered. The majority of responses were balanced, with good use of the context. Those that did not make use of the extract, struggled to provide a well-developed, balanced response.

Question 3:

Some improvement in time management demonstrated by the majority of candidates being able to finish this question. There was a general lack of knowledge of financial and non-financial techniques. Those that made use of the extract were sometimes confused over which examples were financial and non-financial. Share options for example were often used as a non-financial technique example.

Some candidates included motivational theories in their response, but often got these incorrect and still struggled to provide example of motivation in practice.

